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first memory means for storing advertisement
information;

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3. A discounting system according to claim 1, wherein said discount ticket issued by said discount

5           4. A discounting system according to claim 2,  
wherein said discount ticket issued by said discount  
ticket issuing means is multiple cutoff-type discount  
ticket whose quantity depends upon said advertisement  
appending information stored in said second memory  
10 means.

5. A discounting system according to claim 3, wherein said discount ticket issued by said discount ticket issuing means also has a record of an ID of said printer in which said cartridge has been installed.

6. A discounting system according to claim 1,  
wherein said advertisement appending information stored  
in said second memory means is a size information of  
the advertisement appended to said media by said  
advertisement appending means.

7. A discounting system according to claim 1,  
wherein said advertisement appending information stored  
in said second memory means is a quantity information  
of the advertisement appended to said media by said  
advertisement appending means.

8. A discounting system according to claim 1,  
wherein said advertisement information previously  
stored in said first memory means is supplied by an  
advertisement supplier and wherein said discounting  
5 system has advertisement fee calculation means for  
calculating an advertisement fee paid by said  
advertisement supplier according to said discount rate  
of the purchase price of a new cartridge.

10 9. A discounting system according to claim 8,  
wherein said advertisement information previously  
stored in said first memory means is information of a  
plurality of advertisements supplied by a plurality of  
advertisement suppliers and wherein said advertisement  
15 fee calculation means individually calculates the  
advertisement fee paid by each advertisement supplier  
on the basis of the appending information of each  
advertisement.

20 10. A discounting system according to claim 1,  
further comprising mode selection means for selecting  
whether said advertisement appending means appends the  
advertisement to the media for printing or the  
advertisement is not appended for printing.

25 11. A discounting system, comprising:  
first memory means for storing advertisement

information;

advertisement appending means for appending an advertisement based on said advertisement information stored in said first memory means together with a given image on media when said given image is printed;

second memory means for storing appending information indicating that the advertisement is appended by said advertisement appending means;

acquisition means for acquiring the appending information stored in said second memory means; and

discount information determination means for determining discount information according to said appending information acquired by said acquisition means.

12. A discounting system according to claim 11, wherein said first memory means is a cartridge detachably mounted on a printer or is provided in the printer.

13. A discounting system according to claim 11, wherein said first memory means and said second memory means are provided in said cartridge and they comprise their own memory sections, respectively.

14. A discounting device, comprising:  
acquisition means for acquiring appending

information of appending an advertisement based on advertisement information stored in a memory section of a cartridge mounted on a printer together with a given image to the media from the memory section of said cartridge; and

discount information determination means for determining discount information on the basis of the appending information acquired by said acquisition means.

15. A cartridge detachably mounted on a printer,  
comprising:

recording agent container means for containing an  
recording agent for printing on media; and

memory means for storing appending information of appending an advertisement based on advertisement information stored in a given memory section to the media together with a given image when said given image is printed,

wherein said appending information stored in said memory means is read by a reader and used for determining discount information by using said reader.

16. A cartridge according to claim 15, wherein said given memory section is a cartridge or is provided in said printer.

17. A print controller, comprising:

readout means for reading out advertisement  
information stored in first memory section;

print control means for printing and controlling  
5 the advertisement information read out by said readout  
means; and

memory control means for storing appending  
information indicating an appending status of an  
advertisement based on the advertisement information  
10 stored in said first memory section into second memory  
section provided in a cartridge detachably mounted on a  
printer,

wherein said appending information is used for  
determining discount information.

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18. A print controller according to claim 17,  
where in said print controller issues a discount ticket  
for a user to purchase an article and controls the  
printing on the basis of said appending information.

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19. A print controller according to claim 17,  
wherein said appending information stored in said  
second memory section by said memory control means can  
be read from an external device and wherein said  
25 appending information read to said external device is  
used for determining a discount rate when a user  
purchases an article.

20. A print controller according to claim 17,  
wherein said print control means causes the appending  
information stored in said memory section provided in  
said cartridge to be printed together with image  
information transmitted externally.

21. A print controller according to claim 17,  
further comprising a selection means for selecting  
whether the advertisement information stored in said  
memory section provided in said cartridge should be  
printed.

22. A print controller according to claim 17,  
wherein said first memory section is provided in a  
printer.

23. A print controller according to claim 17,  
wherein each of said first memory section and said  
second memory section comprises a physically single  
memory device.

24. A discounting method, comprising:  
a readout step of reading advertisement  
information;

an appending step of appending advertisement based  
on advertisement information read in said readout step  
to media together with a given image to be printed at

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printing on the media;

a second storing step of storing appending information of said advertisement appended in said appending step;

5           a discount issuing step of issuing a discount  
ticket on the basis of said appending information  
stored in said second storing step; and

a discount rate determination step of determining a discount rate of a purchase price of a new cartridge article on the basis of the discount ticket issued in  
10 said discount ticket issuing step at purchasing the new article.

25. A discounting method, comprising:

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15      a readout step of reading advertisement
      information;
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an appending step of appending advertisement based  
on advertisement information read in said readout step  
together with a given image when said given image is  
20 printed;

a storing step of storing appending information generated by the appending in said appending step;

an acquisition step of acquiring the appending  
information stored in said second storing step; and

25           a discount information determination step of  
determining discount information on the basis of the  
appending information acquired in said acquisition



step.

26. A discounting method, comprising:

5 an acquisition step of acquiring appending  
information of appending an advertisement based on  
advertisement information to media together with a  
given image, which has been stored in a memory section  
in a cartridge mounted on a printer, from said memory  
section of said cartridge; and

10 a discount information determination step of  
determining discount information on the basis of said  
appending information acquired in said acquisition  
step.

15 27. A print control method, comprising:

a readout step of reading advertisement  
information stored in a first memory section;

a print controlling step of print-controlling said  
advertisement information read in said readout step;

20 and

a storing step of causing appending information  
indicating an appending status of advertisement based  
on said advertisement information stored in said first  
memory section to be stored into a memory section  
25 provided in a cartridge detachably mounted on a  
printer,

wherein said appending information is used for

determining discount information.

28. A discounting program to be executed by a computer, comprising:

5 a readout step of reading advertisement information;

an appending step of appending an advertisement based on said advertisement information read in said readout step to media together with a given image to be printed at printing on the media;

10 a second storing step of storing appending information of said advertisement appended in said appending step;

15 a discount ticket issuing step of issuing a discount ticket on the basis of said appending information stored in said second storing step; and

20 a discount rate determination step of determining a discount rate of a purchase price of a new article on the basis of said discount ticket issued in said discount ticket issuing step when the new article is purchased.

29. A discounting program to be executed by a computer, comprising:

25 a readout step of reading advertisement information;

an appending step of appending an advertisement

a storing step of storing appending information  
5 generated by the appending in said appending step;

a discount information determination step of determining discount information on the basis of the  
10 appending information acquired in said acquisition  
step.

15           an acquisition step of acquiring appending  
information of appending an advertisement based on  
advertisement information to media together with a  
given image, which has been stored in a memory section  
of a cartridge mounted on a printer, from said memory  
20   section of said cartridge; and

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31. A print control program to be executed by a computer, comprising:

a print controlling step of print-controlling said advertisement information read in said readout step;

a storing step of storing appending information indicating an appending status of advertisement based on said advertisement information stored in said first memory section into a memory section provided in a cartridge detachably mounted on a printer,

32. A computer-readable record medium stored with  
15 program codes for executing:

an appending step of appending advertisement based  
on the advertisement information read in said readout  
20 step to said media together with a given image to be  
printed at printing on the media;

25           a discount ticket issuing step of issuing a  
discount ticket based on said appending information  
stored in said second storing step; and

5 a discount rate determination step of determining  
a discount rate of a purchase price of a new article on  
the basis of the discount ticket issued in said  
discount ticket issuing step at purchasing the new  
article.

33. A computer-readable record medium stored with  
program codes for executing:

10 a readout step of reading advertisement  
information;

an appending step of appending advertisement based  
on the advertisement information read in said readout  
step together with a given image when the given image  
is printed;

15 a storing step of storing appending information  
generated by the appending in said appending step;

an acquisition step of acquiring the appending  
information stored in said second storing step; and

20 a discount information determination step of  
determining discount information on the basis of the  
appending information acquired in said acquisition  
step.

25 34. A computer-readable record medium stored with  
program codes for executing:

an acquisition step of acquiring appending  
information of appending an advertisement based on

advertisement information to media together with a given image, which has been stored in a memory section of a cartridge mounted on a printer, from said memory section of said cartridge; and

5           a discount information determination step of  
determining discount information on the basis of said  
appending information acquired in said acquisition  
step.

10            35. A computer-readable record medium stored with  
program codes for executing:

a readout step of reading advertisement  
information stored in a first memory section;

a print controlling step of print-controlling said  
 15 advertisement information read in said readout step;  
 and

a storing step of storing appending information indicating an appending status of advertisement based on said advertisement information stored in said first memory section into a memory section provided in a cartridge detachably mounted on a printer,

wherein said appending information is used for determining discount information.